



Private Sale: 28.01.2022

ETERMON (\$ETM)

<https://etermon.io/> || <https://twitter.com/EtermonOfficial> || <https://t.me/EtermonAnnouncement>

Date: 25.01.2022

Finomena Score



Promoter Score 4.5/5

Company Background & Business Model

Company Background: Etermon is a play-to-earn 2D card diverse monster battle game where you can play PvP with other players or simply go PvE and team up with friends to defeat bosses. The game is a fine-tuned blend of strategy and multiplayer powered by blockchain. Etermon is developed by Moli Studio, a studio based in Vietnam. They are aiming to build an ecosystem of game, entertainment and media to bring long term value to users and investors.

About Token: \$ETM is the governance token of Etermon, issued on Binance Smart Chain. The token can be used for payments (game currency), player rewards, regulating economy and staking.

Total Supply: 1B | Allocation: \$20K | Fully Diluted Market Cap: \$20M

Etermon has a strong core team with quality experience and expertise in development, marketing, finance and other domains. They are backed by large investors and partners including AVG, CROC Capital and others.

VU TRAN (CEO)



Vu Tran is serving as a CEO for Etermon. He is the founder of Moli Group and has also served as a CEO for Yeah1 Publishing/Yeah1 Digital.

SUSAN TRAN (CFO)

Susan is serving as a CFO for Etermon. She is also serving as a CEO for Moli Group and has over 18 years of experience in finance and was a CFO for Yeah1 Group.

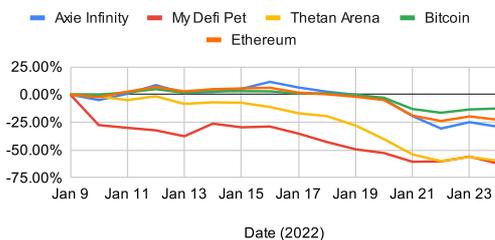


Sector Alpha

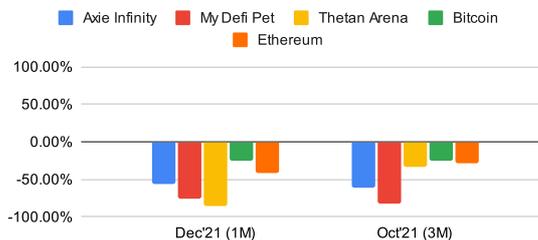
Sector Score 3.9/5

We have identified three close competitors - (1) Axie Infinity, (2) My Defi Pet and (3) Thetan Arena. Over the last six months, the gaming sector has performed well and has yielded greater returns as compared to the average market returns, but due to rough market conditions the overall market has yielded negative returns. This sector has seen a tremendous rise in the number of players, hence increasing the competition. The sector is expected to bounce back and we believe the company will compete well in the market and offer steady returns.

Daily Price Performance



Periodic Price Performance



Token Analysis

Token Strength Score 3.8/5

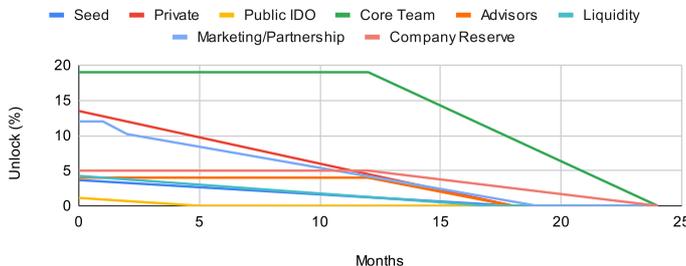
The token for Etermon is wisely allocated. Majority of the tokens, i.e. 35%, is allocated to Ecosystem, Staking and Airdrop which will attract more audience and players. The core team's allocation is vested over 24 months, which is average as per the industry standards. Liquidity for the token is 5% and has a vesting period of 17 months. Overall, the token allocation and vesting schedule is good and is expected to yield steady returns.

Token Details

Total Supply: 1B | Private Sale Price: \$0.015

Holding	Percentage	Months
Seed	4%	18
Private	14.5%	18
Public IDO	1.5%	5
Core Team	19.0%	24
Advisors	4%	18
Ecosystem/Staking/AD	35%	-
Liquidity	5%	17
Marketing/Partnership	12%	19
Company Reserve	5%	24

Token Vesting Schedule



Tech Maturity Score 4.5/5

Etermon is all set to conduct their Private Sale on **Finminity**.

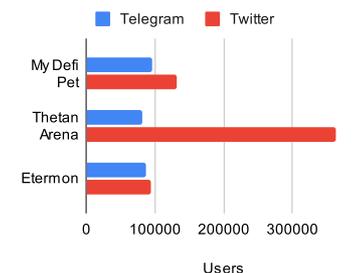
The team has clearly stated their future goals and the attainments in their roadmap. They have released the game trailer and will soon launch their marketplace and staking program. For Q1 2022, they have plans to test their game and release it over web and application version.

Overall, they have a good technical team backed by strong advisors and investors. Hence, we believe they are likely to reach their milestones within the stated timeline.

Network & Community Score 4/5

Etermon has social media presence across various platforms such as Telegram, Twitter, Facebook, YouTube, Discord and others.

Telegram & Twitter followers (25 Jan'22)



Their Telegram followers' count stands 87k (as of the date 25th Jan 2022) which is good and the Twitter followers' count stands at 93.3k (as of 25th Jan 2022). Etermon has marketed its project effectively and have gained a strong community and has good engagement. The team needs to further strengthen its community strength and attract global audience to compete well in the market.

Crypto Market Trends

Sentiment Score 12

The crypto market has yet again slowed down and the market sentiment has been poor over the last month. Bitcoin and Ethereum has seen a huge dip due to rough market conditions and is currently trading below \$35,000 and \$2,500 respectively.

"Alongside Bitcoin and Ethereum, the NFT market has seen skyrocketing sales in November. As compared to 2020, the NFT sales have already increased to 25 folds. According to Cointelegraph Research, NFT sales might surge to \$17.7 billion by the end of the year 2021. The most prominent non-fungible token project in November'21 are CryptoPunks (\$1.6B) followed by Art Blocks (\$1.2B) and Bored Ape Yacht Club (\$1.15B).

Crypto Greed & Fear index suggests that overall market sentiment is poor, but gaming sector has performed well. Hence, we believe Etermon's IDO will sail through.

Crypto Fear & Greed Index is provided by alternative.me.

Fear & Greed Index

Multifactorial Crypto Market Sentiment Analysis

Now: Extreme Fear



alternative.me Last updated: Jan 25, 2022

Finomena Verdict

Etermon is a user-friendly and easy-to-play blockchain based game. The team believes that blockchain-applied financial markets will grow across the world. Etermon has an experienced team and are backed by large investors and partners and is expected to achieve all the stated milestones in the stated timeline.

We believe, Etermon is a good option to lookout for and is expected to perform well and yield good returns.

For any queries, clarifications and recommendations, feel free to write us at research@finminity.com

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